



Cost Efficiency, Quality Consistency and Logistical Distribution: The Real Value of *Consolidation*

CASE STUDY

THE CLIENT:

Financial Corporation

THE CHALLENGE:

A financial corporation with 30 specific bank branches and multiple office locations per branch faced a challenge of supplying consistent indoor and outdoor marketing materials for their first quarter marketing campaign. Each of the 30 branches required their own identity (logo), while needing to be consistent with the parent company's branding. Each branch location required specific quantities of materials related to their facility. All materials had to be produced, kit packed and delivered to each bank prior to roll-out date of campaign.

Quantity: 7 piece kits (quantity specific of each item within kit);
More than 325 shipments; time frame for production: 3 weeks.

THE SOLUTION:

After consulting with the financial institution's advertising agency, **Graphic Solutions Group (GSG)** was contacted to produce outdoor banners, outdoor acrylic signage, large format posters, teller signs, door signs, take-one brochures and planograms. GSG engaged with the agency and client to understand their specific needs, the purpose for the marketing materials, and how they would be used. With this understanding, GSG recommended the proper materials, applications and handling.

THE VALUE:

While many printers may profess to have the capability to handle such a large project, Graphic Solutions Group has the experience and mechanics to *produce* the project. By consolidating all of the materials with one vendor, the client was assured of cost efficiency, quality craftsmanship, consistent color, detailed tracking of shipments and excellent customer service with experienced sales and project management staff. This client now looks to GSG as a true business partner.



GRAPHIC SOLUTIONS GROUP

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